# Video Services

## Mission:

The mission of Video Services is to provide timely, useful information to York County citizens about County, schools, and regional government programs, services, and issues, in an effort to promote awareness and stimulate citizen involvement.

# Goals:

- Improve community and business relations through communications, media relations, and education programs.
- Promote the Board of Supervisors, the County Administrator, School Board and School Superintendent goals and objectives.
- Televise the Board of Supervisors, School Board and other "live" meetings.
- Improve information service delivery to citizens and businesses.
- Provide educational support to York County Schools.
- Improve the efficiency of cablecast operations, establish a marketing plan, and develop future programming.

## Implementation Strategies for FY2004:

- Improve efficiency of video services for the County and School System.
- Create new programs for Video Services-managed channels 46, 47, and 48.
- Improve technical capabilities of Video Services.
- Implement internal and external marketing of Video Services and channels 46, 47, and 48.
- Current programming includes Board meetings, Planning Commission meetings, work sessions, County Courier, York News, Homebound Exercise, Army News, Navy/Marine Corps News, Air Force News, About Our Schools, and the message board.

#### Budget Issues:

- In FY2000, the Division of Video Services was created to account for the County television operations. Positions were transferred from the Public Information & Community Relations division.
- In FY2001, the Board of Supervisors and the School Board entered into an agreement to consolidate the production operations of the County and Schools. A Video Productions Technician position, supported by the Schools, was added to assist in the production operations of Video Services.
- In FY2002, support costs were increased to achieve goals of the Board of Supervisors and the School Board. Also, additional funding was provided to purchase replacement equipment for station operations.
- For FY2004, increased funding is approved for the purchase of equipment to achieve goals of the Board of Supervisors and the School Board.

General Fund Expenditures	FY2000 Actual Expenditures	FY2001 Actual Expenditures	FY2002 Actual Expenditures	FY2003 Original Budget	FY2003 Expected Appropriations	FY2004 Adopted Budget
10123 Video Services						
Personnel Services	116,188	157,439	167,225	185,062	185,062	198,175
Contractual Services	1,694	3,305	10,445	14,850	14,850	15,100
Internal Services	3,483	2,004	2,244	2,600	2,600	2,500
Other Charges	1,562	3,226	3,434	5,500	5,500	6,600
Materials & Supplies	5,021	3,669	5,814	8,680	8,680	8,300
Capital Outlay	8,340	4,155	31,859	41,500	41,500	54,000
Chargeouts						(2,000)
Activity Total	136,288	173,798	221,021	258,192	258,192	282,675
Percentage Change	100.00%	27.52%	27.17%	16.82%	N/A	9.48%
FTE's						
Management Professional/Technical	1.00 2.00	1.00 2.00	1.00 3.00	1.00 3.00	1.00 3.00	1.00 3.00
Admin/Clerical	-	-	-	-	-	-
Trades & Crafts						
Total	3.00	3.00	4.00	4.00	4.00	4.00

